

Pickleberry Pie  
Incorporated  
2016 Annual Report



Hospital Concerts  
for Children

Helping Kids  
For 30 Years



# Music Matters

## One Family's story

I want to write you guys [Two of a Kind] to say a big heart felt thank you. On New Year's Eve you were playing at UVA Charlottesville. You visited the pediatric ICU and you played for my infant son and our family.

You played the Wheels on the Bus, Twinkle Twinkle Little Star, and Baa Baa Black Sheep, which was my son's favorite.

For us that day was particularly stressful. My son, who was almost 11 months old and had been battling congenital heart disease since birth, was very ill. The hospital can be a very stressful environment and is no place for kids though that is what was needed. So when there are treats that make things feel less like a hospital that is a God-send.

Also when you are battling a disease that can shorten your little one's life span it becomes even more important for sweet memories to be made every day to hold onto - some sunshine for those dark moments.

For us you were all of that on that day. It is the most precious memory for me and my family. And J.R. graced us with a smile, and he didn't give many those days because he wasn't feeling good. I cannot thank you enough for that moment of sweetness and beauty. I will carry it forever.

God bless you two and your music. Thank you for offering comfort, it mattered big time.

Jennifer Harvey, Mom of J.R.

This annual report is dedicated to J.R.

# What are the Pickleberry Hospital Concerts for Children?

**We bring the healing power of music to 200,000 children yearly.**

Pickleberry Hospital Concerts for Children provide a monthly concert series for seriously ill and disabled children in Northern and Southern California; Portland, Oregon; Chicago, IL; Cleveland, Cincinnati, and Columbus, OH; Indianapolis, IN; Baltimore, MD; Washington, DC. and surrounding suburbs; and Charlottesville, VA.

We plan to expand to Wilmington, DE; Philadelphia, PA and New Jersey.

**We have provided over 5,500 free concerts for kids in about 40 hospitals and special facilities nationwide.**

***“While hospitalization is tough for families and patients alike, the opportunity to allow a child to sing, dance, smile, and to enjoy being a normalized child is like no other.***

***We are extremely grateful to have access to Pickleberry Pie and their performers, and hope that we continue with the opportunity to work with such wonderful artists.”***

***- Lindie McDonough, Child Life Mt. Washington Pediatric Hospital***



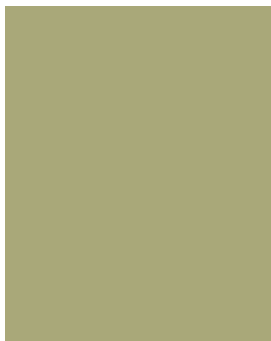
## **Local and Adaptable**

We stay adaptable because we're local. Each of our concerts is planned, scheduled, and managed entirely by the local coordinators of Pickleberry Pie. All the hospital staff has to do is publicize the concert to their patients. We hand pick the entertainers for the concerts, selecting people we know and trust. This is crucial. Frankly, it takes a special person to do this. Many of our award-winning performers have years of experience working with kids.

We pay our entertainers an honorarium, assuring an individualized, site-specific performance each time. We work closely with hospital staff to insure that the performance is upbeat and appropriate.

***“Pickleberry Pie has the capacity, manpower, and connections to bring special programming to our organization that we would not otherwise be able to provide.”***

***- Cristen Cravath, Coordinator The Children's Inn at NIH***



# Efficient Delivery of Service

## Volunteers, minimal staff, paid performers

We keep our costs low by keeping our overhead low. We use volunteers where possible including about \$300,000 of in-kind work and donations. Local Coordinators are paid a small monthly stipend to book performers and work with hospital staff.

We pay performers a small honorarium. By paying our performers we ensure that our artists feel appreciated for their professional work. They, in turn, give individualized attention to the children and their families. This model is beneficial to all involved – children, hospitals, and performers.

We've had a great variety of multicultural performers in our many concerts – from singers to storytellers to clowns to magicians. All performers strive to involve the kids in the concert, using free, hygienically sealed rhythm instruments, group singing, and collaborative storytelling where possible.

Supporting foundations frequently visit to see the artists in action.

***“Thank you for caring for kids who need more joy in their lives.”***

***-Joan Gilkison  
The Joan L. and Robert C. Gilkison  
Foundation***



# Locations for free concerts:

## Washington DC/VA/MD

Johns Hopkins Children's Center  
Kennedy Krieger Institute  
Mt. Washington Pediatric Center  
Baltimore Lab School  
University of MD Children's Hospital  
Key Center School  
Kilmer Center  
University of Virginia Children's Hospital  
Children's Inn at NIH

## Sacramento

UC Davis Children's Hospital  
Shriner's Hospital

## San Francisco Bay Area:

California Pacific Medical Center  
UC San Francisco Children's Hospital  
George Mark Children's Hospice  
San Leandro Valley Medical Center

## Southern California

Cedars Sinai Medical Center  
Children's Hospital, Los Angeles  
Rady Children's Hospital, San Diego  
Children's Hospital of Orange County  
Ronald McDonald House, San Diego  
The Jeffrey Foundation, Los Angeles

## Santa Barbara Area

Cottage Hospital  
Hollister Special Ed. Facility

## Ohio

Rainbow Babies and Children's Hospital  
The Cleveland Clinic  
Cincinnati Children's Hospital  
Nationwide Children's Hospital  
Akron Children's Hospital

## Portland, OR

Shriner's Hospital  
Doernbecher Hospital

## Chicago, IL

Shriner's Hospital  
Comer's Hospital  
Lurie Children's Hospital at Chicago Memorial  
Rush University Medical Center

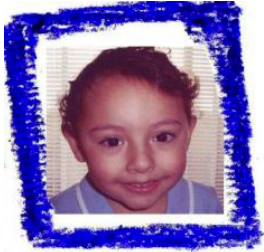
## Indianapolis, IN

Riley Hospital for Children

## Pilot programs in PA and DE

St. Christopher's Children's Hospital, Philadelphia, PA  
Nemours Hospital for Children, Wilmington, DE





**Lullaby** – Classic jazz and rock lullaby program

**Jabberwocky** – Classic stories, comedy and children's commentary



**Pipsqueaks** – Kids singing and favorite sing along songs for families



**Cosquillas** – songs and stories in Spanish and Portuguese



A Radio Network Just for Kids!

**We have created four full time commercial-free webcast channels of children's stories, music, Spanish songs, and lullabies, heard worldwide.**

You can see and hear our free internet-based programs at [www.kidspublicradio.org](http://www.kidspublicradio.org)

We also have affiliates WVUB, KCHW, WSDL, KART, WFSN, and ANANDA in Indonesia. We're also on I Heart Radio and Tune In.

**Pickleberry Pie** started out as a radio show for kids back in 1986. We have produced 500 free half-hour children's programs for public radio. In 1990, we won the

**Corporation for Public Broadcasting's Gold Award**



**We have created a channel of on-demand children's entertainment for hospitals nationwide.**

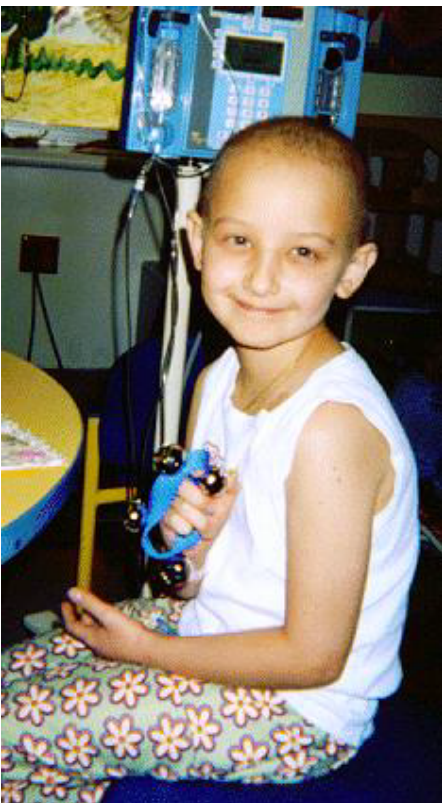
Kids' Public Radio's webcasting costs are funded by small fees from affiliates and by individual donations on our site. **These funds are kept separate from the hospital program.**

# Guiding Principles and Goals



## Our Guiding Principles:

- Everything we do for kids, we provide for free – Thanks to volunteers and foundation support.
- Everything we raise goes back to kids – We have low overhead and put our resources into providing services.
- Everything we do for kids, we do *with* kids – Our web-based channels are hosted by kids, and our programs involve audience participation.
- We listen to our Board and Foundations – We take suggestions to heart. They were the ones who got us involved in the first hospice in the U.S. dedicated solely to children.
- We are committed to transparency – We received the Gold Award from Guide Star and were named one of the nation's Great Nonprofits.



## Goals and Objectives for 2017:

- Expand the **Hospital Concert Series** – raise funds to expand the monthly concert series to 55+ children's hospitals nationwide. Begin expansion in Los Angeles, DE, NJ, NY, and PA. Outcome: Present 600 free concerts
- Grow the **Kids Public Radio** network – Continue to develop more web-based free programs, upgrade our website and links, expand our affiliate program. Outcome: With increased financial support, continue to serve millions of kids and families.



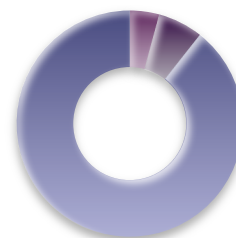
# Budget: Income and Expenses

All funds raised for the Hospital Concert series are only used for that purpose and that location.

## Income 2015

The Jerome Yavitz Foundation	6,000
The Asofsky Foundation	1,300
The Treu-Mart Foundation, a supporting foundation of The Cleveland Foundation and the Jewish Federation of Cleveland	5,000
The Herman and Walter Samuelson Children's Hospital at Sinai	1,500
The Rotary Club of Vienna VA	3,000
The Caton family	2,000
The Israel and Mollie Myers Foundation	3,500
The Zerhoni Foundation	3,000
The Samuel and Katherine French Fund	6,000
BAMA Works (Dave Matthews Band)	5,000
The Bill Healy Foundation	7,000
The Margo and Irwin Winkler Charitable Trust	5,000
The Robert and Dana Emery Family Foundation	5,000
The Writer Family Foundation	2,000
Individual donations	200
Income from interest on accounts	49
<b>Total income</b>	<b>55,549</b>

## Pickleberry Pie Expenses



- Printing & postage
- Supplies & Utilities
- Consultants

## Expenses 2015

Printing, Postage, Shipping	2,776
Supplies, Utilities, Rhythm Ins., Internet	4,213
Consultants (local coordinators, performers)	58,507
<b>Total Expenses</b>	<b>65,496</b>

All other expenses (rent, phone, administrative, development etc.) are in-kind donations or volunteer. We estimate these in-kind costs total over \$300,000 per year.

## 2016-17 – detailed budget available

### Hospital Concert Series

Cost: \$80,000

Existing funds: \$20,000 To raise: \$60,000

### Kids Public Radio

Cost: \$4000 (server & licenses)

Funds come from affiliate fees & donations





## Volunteer Board of Directors 2015-16

**Executive Committee:** Monty Harper (Stillwater, OK), Board Chair; Lanny Sherwin (Santa Barbara, CA), Vice Chair; Greta Pedersen (Portland, OR), Secretary; P.J. Swift (Koloa, HI), Treasurer and Volunteer CEO

**Other Board Members:** Linda Arnold (Santa Cruz, CA); Ned Hearn, (San Jose, CA); Stacy Kafka, (Ashburn, VA); Phil Kane (Milton, DE); Mary Lounsbury, PhD. (Carmel, CA), Hannah Perlman (Chicago, IL); Robbie Schaefer (Vienna, VA); Rachel Sumner (Nashville, TN); Robert Wesley, M.D. (Las Vegas, NV); Martha Zuniga, PhD. (Santa Cruz, CA)

*Pickleberry Pie truly brought a great energy to our clinic this morning. My favorite part was seeing the kids skip by my office, playing their kazoos without a care in the world. Thank you from the bottom of my heart. Pickleberry Pie made a huge difference in our patients' lives today.*

- Amy Frias, Community Education, Children's Hospital of Orange

## Pickleberry Pie, Incorporated

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